

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date  
11 August 2005 (11.08.2005)

PCT

(10) International Publication Number  
**WO 2005/074284 A1**

(51) International Patent Classification<sup>7</sup>: H04N 7/173

(21) International Application Number:  
PCT/IB2005/050200

(22) International Filing Date: 18 January 2005 (18.01.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
04100269.2 26 January 2004 (26.01.2004) EP

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NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, SZ, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW only): KONINKLIJKE PHILIPS ELECTRONICS N. V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

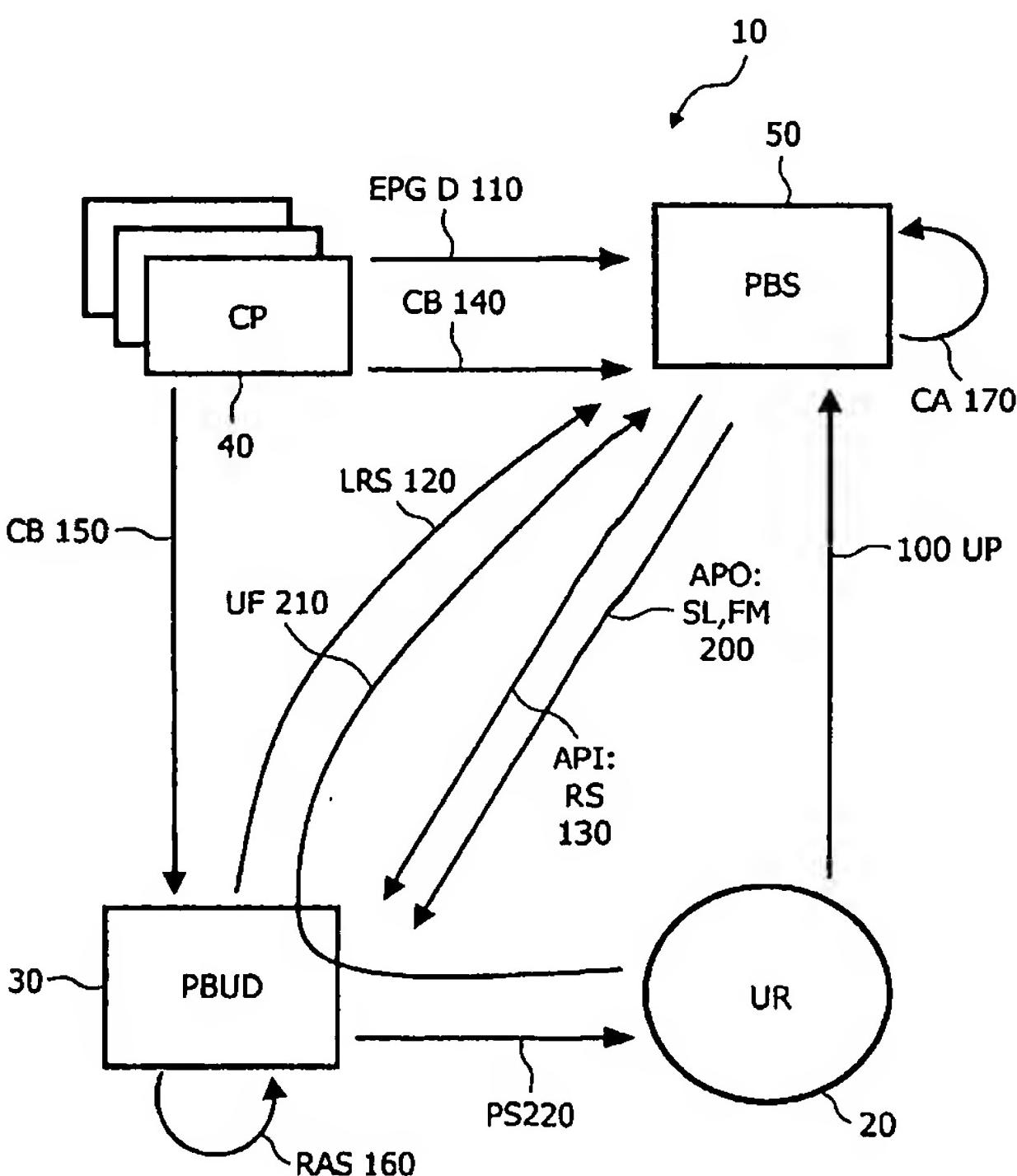
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(54) Title: METHOD OF PROVIDING A PERSONALIZED BROADCAST SERVICE



(57) Abstract: There is described a method of providing a personalized broadcast service. The method involves arranging for a content provider (40) to communicate with a user device (30) and a broadcast service (50). The device (30) presents personalized programme content to its user (20). The method involves: receiving user profile information (100) from the user (20); receiving programme content indicative data (110) at the broadcast service (50); providing to the device (30) an a priori recording schedule (130) derived from the profile information (100) and the indicative data (110); receiving programme content (140, 150) at the broadcast service (50) and the device (30) and recording said received programme content at the device (30); analyzing the received programme content at the broadcast service (50) to generate an a posteriori selection schedule (200); receiving the selection schedule (200) at the device and processing the programme content recorded at the device (30) pursuant to the selection schedule (200) to generate the personalized programme content for the user (20).

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(81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH,

GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— with international search report

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*